

As cancelled  
56. (new) The method of presenting a commercial to motorists of claim 48, further comprising the step of:

dividing at least one commercial advertisement of said at least two commercial advertisements into at least two sections, displaying a first section of said at least one commercial advertisement at a first traffic light, displaying a second section of said at least one commercial advertisement at a subsequent traffic light.

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#### R E M A R K S

Applicant has carefully considered the above identified Office Action, and in response thereto is addressing each issue raised by the examiner in the remarks hereinbelow. In this regard, applicant is canceling without prejudice claims 1 - 31 and adding claims 32 - 56.

#### Specification

Applicant has removed the phrase, "the present invention introduces" from the abstract of disclosure.

#### Claim Rejection 35 USC 102

Applicant has canceled claims 1 - 31, therefore the rejection concerning these claims is moot. Applicant respectfully disagrees with examiner concerning the use of the Lemelson et al. '058 patent. Lemelson et al. does not teach or suggest displaying a commercial advertisement based on the type of vehicle. Further, Lemelson et al. does not teach or suggest displaying a commercial

advertisement based on the status of a traffic light.

### **Claim Rejection 35 USC 103**

Applicant has canceled claims 1 - 31, therefore the rejection concerning these claims is moot. Applicant respectfully disagrees with examiner concerning the use of the Lemelson et al. in combination with the Mizunuma et al. '889 patent. Lemelson et al. does not teach or suggest displaying a commercial advertisement based on the type of vehicle. Further, Lemelson et al. does not teach or suggest displaying a commercial advertisement based on the status of a traffic light. Therefore, the 103 rejection fails, because Mizunuma et al. must stand on its own merit. Mizunuma et al. does not teach or suggest displaying a commercial advertisement based on the type of vehicle or displaying a commercial advertisement based on the status of a traffic light.



# CONCLUSION

It is respectfully submitted that applicant has responded in a fully satisfactory manner to all matters at issue in this application, and this application is now in condition for allowance. In this regard, applicant has made every effort to comply with the requirements set forth in this Office Action as well as statutory requirements. Accordingly, applicant respectfully requests that the Examiner enter this amendment, allow the claims, and pass this application on to issue.

Respectfully submitted,

Donald J. Ersler  
Reg No. 38,753

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Donald J. Ersler  
Attorney at Law  
725 Garvens Avenue  
Brookfield, Wisconsin 53005  
Phone: (262) 785-0160  
Fax: (262) 785-0162

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